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Use Case

Cost Savings During a Digital Migration

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Introduction and Context

The fastest path to value for any enterprise is through a well-managed IT infrastructure. Information technology is integral to the success of any business—if done correctly, it's effectively invisible, everything simply works the way it's supposed to. If done incorrectly, the downside can be fast and brutal—data breaches, compliance fines, regulatory oversight, departing customers—the list is long, and every day another company becomes a cautionary tale.

Digital migration requirements

INFORMATION MODEL
Understand and define what drives your information model

ACTIONABLE FRAMEWORK
Create an actionable framework driven by KPIs

UNDERSTAND NOW
Understand what's going on in the moment, not after the fact

DEFINE UNKNOWNS
Define your knowledge gaps and plan for them

CHANGE APPROACH
If you still don't know, ask a different question

STRENGTHEN YOUR PROCESSES
Structure your execution around a process integration

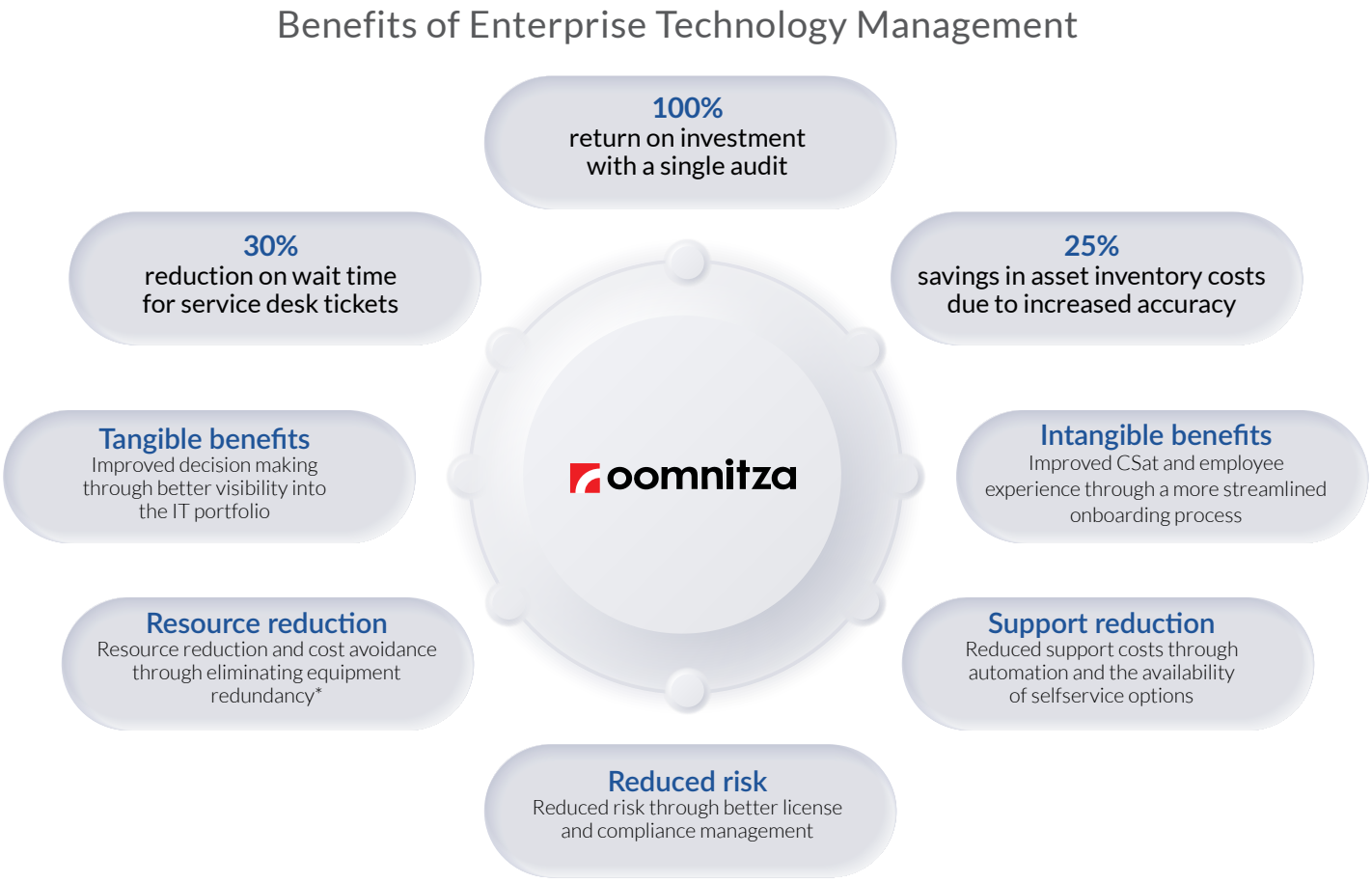
MAKE IT STICK
Ensure improvements become permanent

The overwhelming issue for IT and any associated process is the very unexpected and sudden restructuring of IT requirements as the entire ecosystem shifts to a remote model. Even with careful planning this is a complex process, and when the planning horizon is shortened from months to days, it can trigger a fundamental risk not just to IT, but to the entire organization on which it depends.

The opposite of chaos is process, and the most direct way to get ahead of technology disruption is to implement a strong and thoughtful process, which is exactly what Enterprise Technology Managment (ETM) delivers.

Identifying the Benefits of ETM

The value add of an Enterprise Technology Management program is driven by an understanding of the costs and benefits associated with ETM, industry standards, regulatory compliance and best practices. The benefits associated with a well-managed ETM program can include (but are not limited to):



** Improved operational effectiveness through centralization of IT resources or improved operational efficiencies through tighter integration of decentralized resources*

The ETM Cost-Benefit Analysis Model

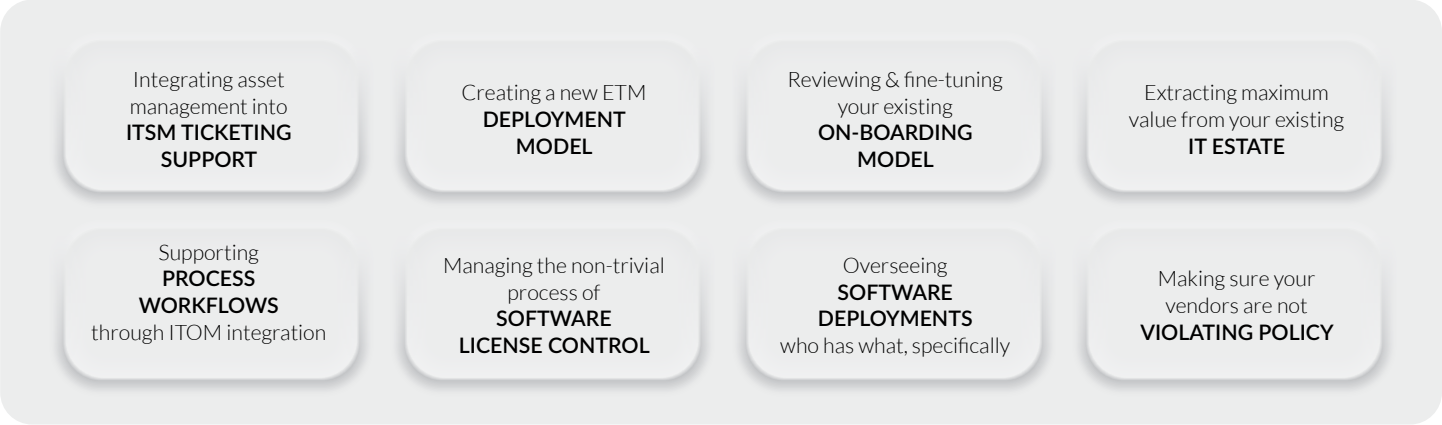
A well-constructed cost-benefit analysis can add tremendous value to any process supported by IT (effectively any business process). The primary objective is to optimize (not necessarily reduce) spend relative to business objectives —that is, you may reduce costs, but that's not the objective, it's the means to the end (performance optimization against your operating environment). Providing a thoughtful and measured approach to managing the IT estate from an optimization perspective can drive a broad range of benefits. To begin, your processes and methodologies must be measurable if they are to be analyzed. Standard best practices to measuring the efficiency of the IT estate include:

- Understand and define your information model
- Create an actionable framework driven by KPIs
- Understand what's going in, in the moment
- Know what you are unlikely to know
- If you still don't know, ask a different question
- Strengthen your processes
- Make sure the process sticks

So what does all this mean? This is a complex, constantly, changing process that requires commitment across the organization. This is not something that is done once, it is an integrated and continuous frame of reference for optimizing company performance on a long-term basis.

Understand and Define Your Information Model

Any information model is a reflection of an associated business process. All companies, regardless of the end deliverable, run on process, and all processes depend on information technology infrastructure. Understanding the interplay between the business process and its supporting infrastructure is critical to optimizing an ETM model.
Examples where this could apply include:



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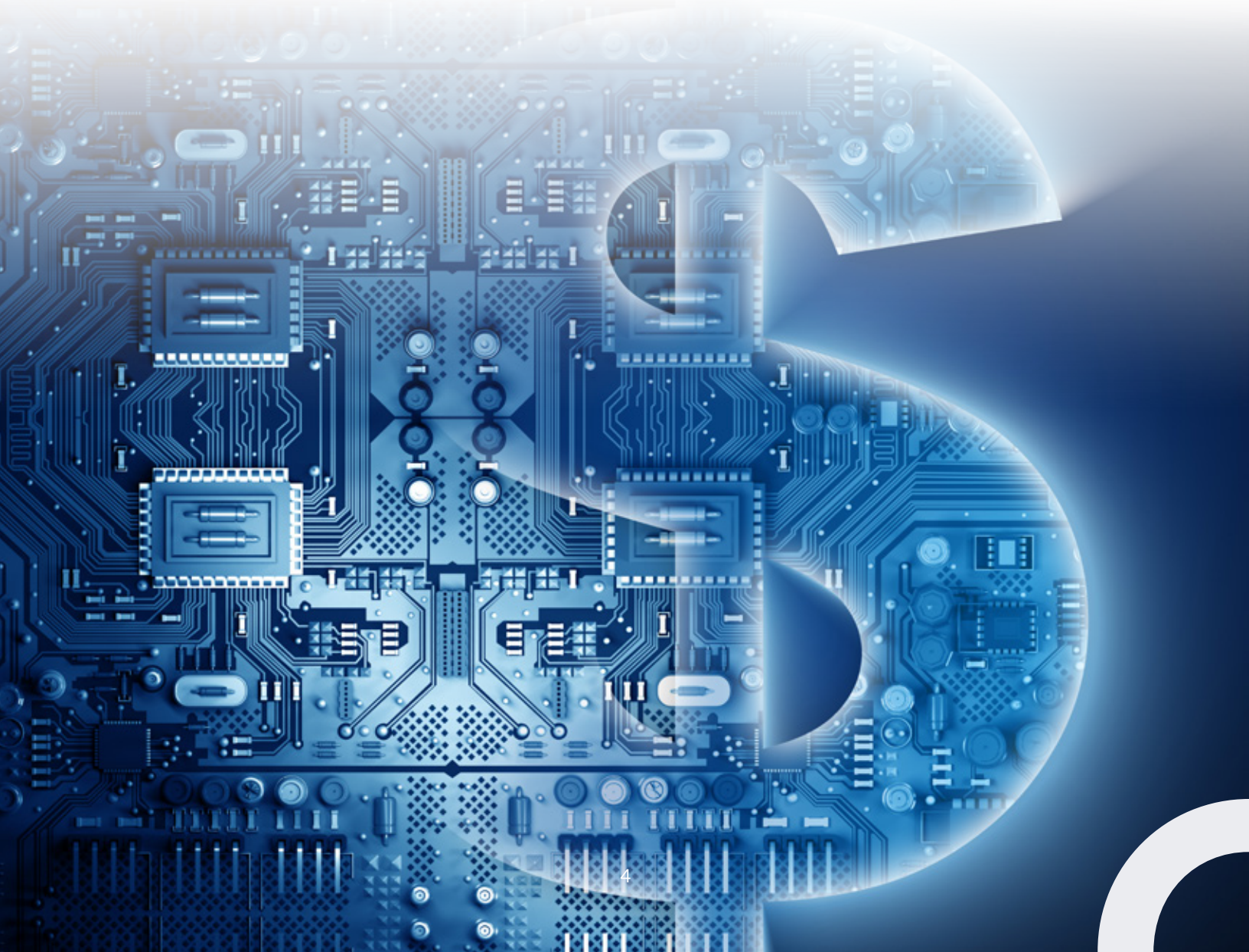
Any forward-leaning organization will be constantly pushing out new initiatives to stay competitive and maximize infrastructure value. ETM can begin as early as the purchase stage, when device specifics are captured prior to physical on-boarding. Once the actual asset enters the enterprise, opportunities to optimize the ETM process can include:

- Minimizing hardware or software infrastructure to what is actually needed to efficiently support business processes
- More efficient use of support resources to implement new processes
- Automating the on-boarding process as much as possible to drive scalability
- Controlling inventory levels - don't buy what you don't need
- Better vendor management by extending optimization across your supply chain

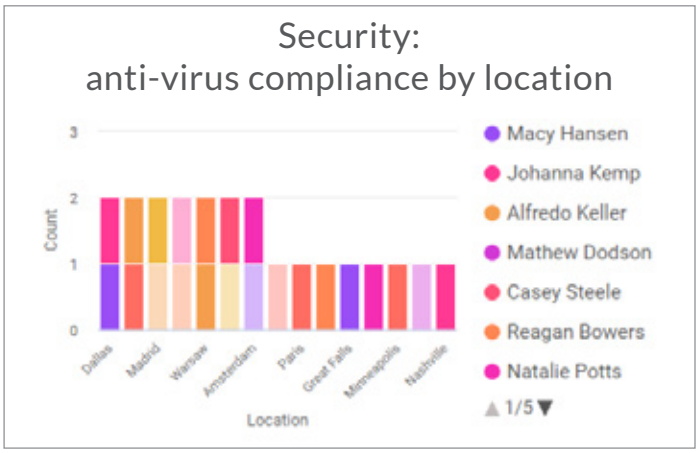
Any process improvement should presumably have a positive impact on the business. If this model is deployed correctly, anomalies and outliers will begin to surface; anything on-boarded needs to be accounted for as it moves through the asset life cycle. There should be consistency between what had been brought in, who has it, or where it sits if not in use. If there's a disconnect, then your processes are not tight enough, leading to under or over-used inventory (not optimized) or in the worst case you may be getting ripped off.



Create an Actionable Framework Driven by KPIs

A well-designed and implemented ETM process can provide a holistic and fully integrated view of your IT estate, and should include the human element (who has what where). An ETM process that does not factor in users is missing half the equation, and it's the more important half.

The other critical element is the visualization component. In most instances there is a great deal of information that does not work well when viewed in a spreadsheet, a detailed consolidated view is best served by a graphic visualization. Once you have a holistic and integrated perspective, tied to the associated end-user or function, and delivered in an easy to understand visual format, you're ready to move on.



A critical part of managing ROI across the product life cycle is limiting vulnerabilities to risks that are surfaced through IT audits. Oomnitza's ETM solution is specifically designed to manage this type of risk, across all your IT assets.

Know What You are Unlikely to Know

Any process improvement will have metrics that are guesstimates at best, since they are projections based on current, rather than future data. Which means any performance improvement metrics are going to be expressed in a range (probabilities), so the objective should be to narrow that range as much as possible. There are lots of algorithmic approaches to minimizing probability distributions such as Markov Chain Monte Carlo methods that are ideally suited to ETM optimization, assuming you have the talent in-house (or know where to find it).

If You Still Don't Know, Ask a Different Question

Sometimes risk is too difficult to quantify. Too many variables, not enough consistency to draw any reasonable estimate, etc. When you don't have the right data set to draw from, expand your parameters, broaden your scope, and redefine your underlying assumptions. If the data doesn't fit the model, change the model.

Strengthen Your Process

By this stage you should have a good sense of what you're trying to measure, how you're going to measure it, and how it applies to your business processes. Create a business case that is relevant to your stakeholders, define the key performance indicators that can be used to track, measure, and adjust, and commit to deployment.

Keep in mind each step in this process has its own set of parameters (variables, constants, outliers, etc.) and since this process normally executes in sequence, the framework for one phase can affect downstream results. Which means that while you have control over each step, you also can exert control over the sequence of steps. This lets you adjust your model, in order to make sure your objectives and the key performance indicators that will get you there are properly aligned.

Once you've moved through this process, what will the end result look like? To begin, your original set of objectives should match your process results, followed by whatever metrics were selected as a reference point during the process development. More importantly, this should also tie to your cost infrastructure; while it's important to optimize processes, it becomes more palatable to senior management if you have optimized your associated cost infrastructure as well. When you've optimized both the process and the relevant costs, extracting value from your efforts becomes a much more straightforward exercise, and you can use performance metrics to drive your business forward in a much more cohesive manner.

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Make Sure the Process Sticks

Going through an ETM implementation is no trivial task, and the critical thing to remember is that it is an ongoing process that should become integral to how your business operates. Which means it needs to show value consistently and on an ongoing basis. Since your efforts have generated performance metrics, these need to be kept track of meticulously, and the process steps that were mapped out as part of your deployment need to be adjusted to changing market or technology requirements. Management will fund initiatives that deliver verifiable benefits to either top or bottom line revenues, and with this model you are now in a position to deliver.

Oomnitza is the first Enterprise Technology Management solution that provides a single source of truth for endpoints, applications, cloud, networking, and accessories. Our customers can orchestrate lifecycle processes, from purchase to end-of-life, across all IT assets, ensuring their technology is secure, compliant, and optimized, enabling their employees. Oomnitza is headquartered in San Francisco, CA.
For more information, visit www.oomnitza.com.

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